

# District of Ucluelet Resort Development Strategy 2025 – 2027 Open House



# First Nations Tourism Development



The District of Ucluelet acknowledges that we are located on the traditional territory of the Yuuṭuṭiṭṭath (Ucluelet First Nation). We are neighbouring communities who share interests in the Ucluth Peninsula and surrounding area. Our long-standing relationship is built upon mutual respect, individuals and personal ties.

The Province is committed to support Indigenous tourism development as a vehicle for Indigenous community and Provincial development in the spirit of reconciliation.

Each RMI community must clearly demonstrate how they are supporting reconciliation through the projects and goals outlined in their Resort Development Strategy.





# Resort Municipality Initiative

The Resort Municipality Initiative (RMI) supports resort communities in proactively planning for tourism development and long-term resiliency to ensure they are equipped with the necessary tools to meet the unique demands they face. The RMI supports sustainable growth practices that respect the environment, honour community members and showcase B.C.'s rich cultural history.

The objectives of the RMI are to:

- support small tourism-based resort communities build and diversify their tourism infrastructure;
- deliver exceptional visitor experiences; and
- incorporate sustainable tourism practices and products.





# RMI Goals for Ucluelet

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Goal 1: To increase visitor satisfaction through the development, upgrade and installation or enhancement of infrastructure;

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Goal 2: To increase the number of accessible/barrier free amenities through the design of accessible infrastructure;

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Goal 3: To increase sustainable tourism practices by working with partners to ensure sustainability through programming;

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Goal 4: To support economic strategies that attract more visitors and extend stays through more visitor services, activities and accommodation resulting in a more vibrant economy;

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Goal 5: To extend tourism season by providing infrastructure and amenities that support year-round enjoyment and access to the West Coast; and

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Goal 6: To increase repeat visitor visitation through education amenities, and quality events.





# RMI Funding

Every three-year cycle RMI communities are required to submit a Resort Development Strategy (RDS) In order to receive funding from the province

A community's RDS must identify the long-term vision for the community and what they plan to do to achieve the intended outcomes of the program:

- Extend or diversify communities' tourism season;
- Increase visitation;
- Improve the sustainability of the tourism sector; and
- Enhance the visitor experience.

The District of Ucluelet receives approximately \$515,000 annually for projects and events.





# Eligible use of RMI Funds

**Communities must ensure all RMI funded projects meet the following criteria:**

- The project must have a direct connection to tourism;
- The program or project must be predominantly targeted to or used by visitors, not resident;
- The program or project must be supported by the community;
- The project must be within the program's spending limits; and,
- The program or project should not be a general municipal expense.

**Core projects are:**

1. Tourism amenities, infrastructure, or capital purchases
2. Beautification and streetscape improvements
3. Visitor signage
4. Visitor-related accessibility improvements
5. Climate mitigation projects
6. Emergency preparedness capital projects
7. Visitor impact mitigation or restoration projects





# Annual Special Events

Edge To Edge Marathon  
\$10,000



Pacific Rim Whale Festival  
\$10,000



Ukee Days  
\$20,000



# First Nation Potential Projects



- Ucluelet Stop Signs
  - To include Nuu-chah-nulth word for STOP - wiinapuᑦi.
  - Suggest word above STOP.
- Place Name signage – various locations.
  - Suggest Yuułuᑦᑎᑦᑕᑦᑎᑦᑕᑦ branding – or collaboration with District of Ucluelet/ Yuułuᑦᑎᑦᑕᑦᑎᑦᑕᑦ Government branding.
- Story Board at Amphitrite
  - Agreed to general history of Yuułuᑦᑎᑦᑕᑦᑎᑦᑕᑦ.
- Mural on bottom of Light Keepers House
  - District of Ucluelet to contract.
- Totem at Village Green
  - Suggest funding is allocated to Yuułuᑦᑎᑦᑕᑦᑎᑦᑕᑦ Government to collaborate with local carvers.
  - Suggest second Totem at Amphitrite?
- Plaque Program
  - Historical business locations.

Projected Budget  
\$95,000

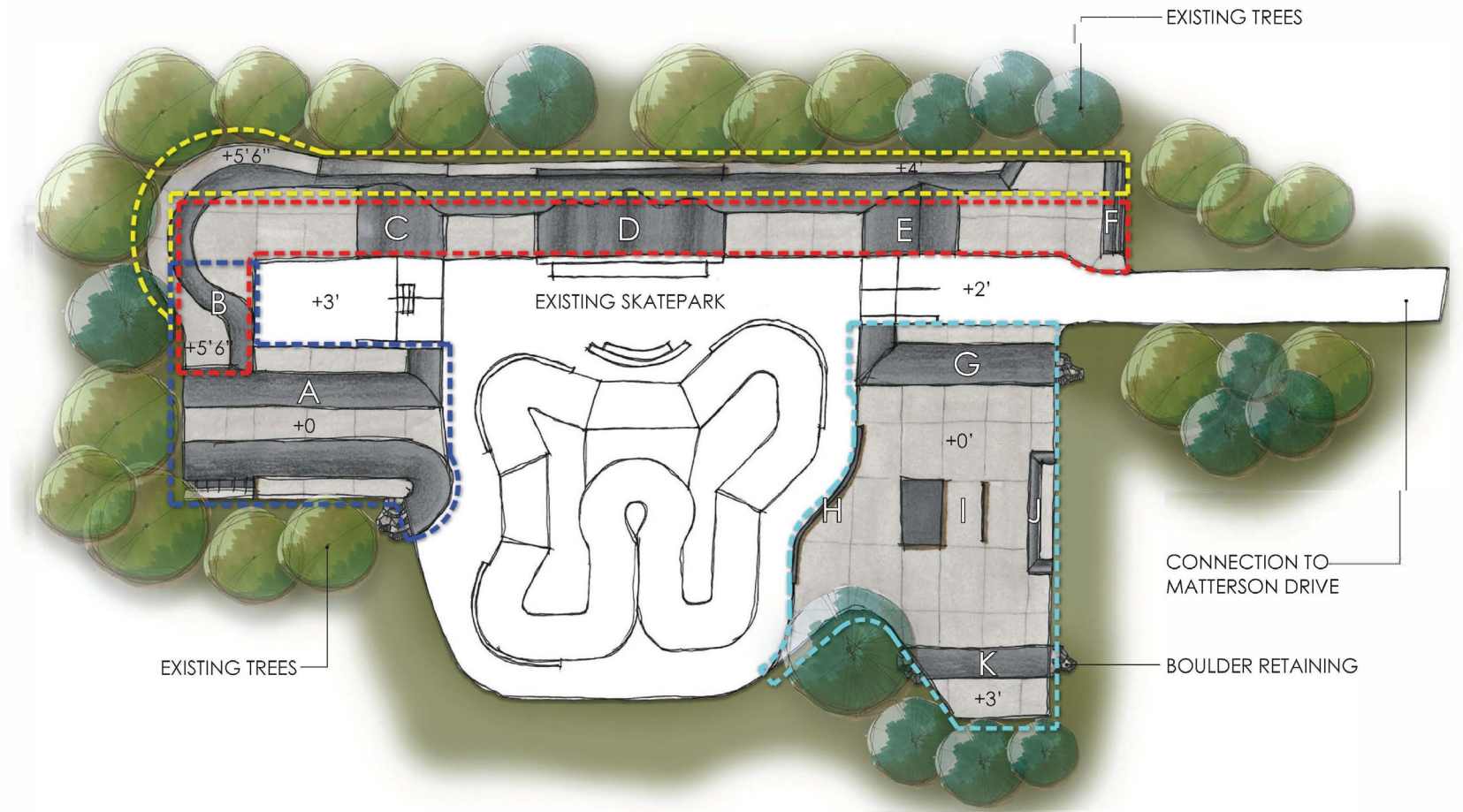




# Skatepark Expansion

Phased improvements and expansion of the Ucluelet Skate park to diversify park features and provide increased diversity of skill features.

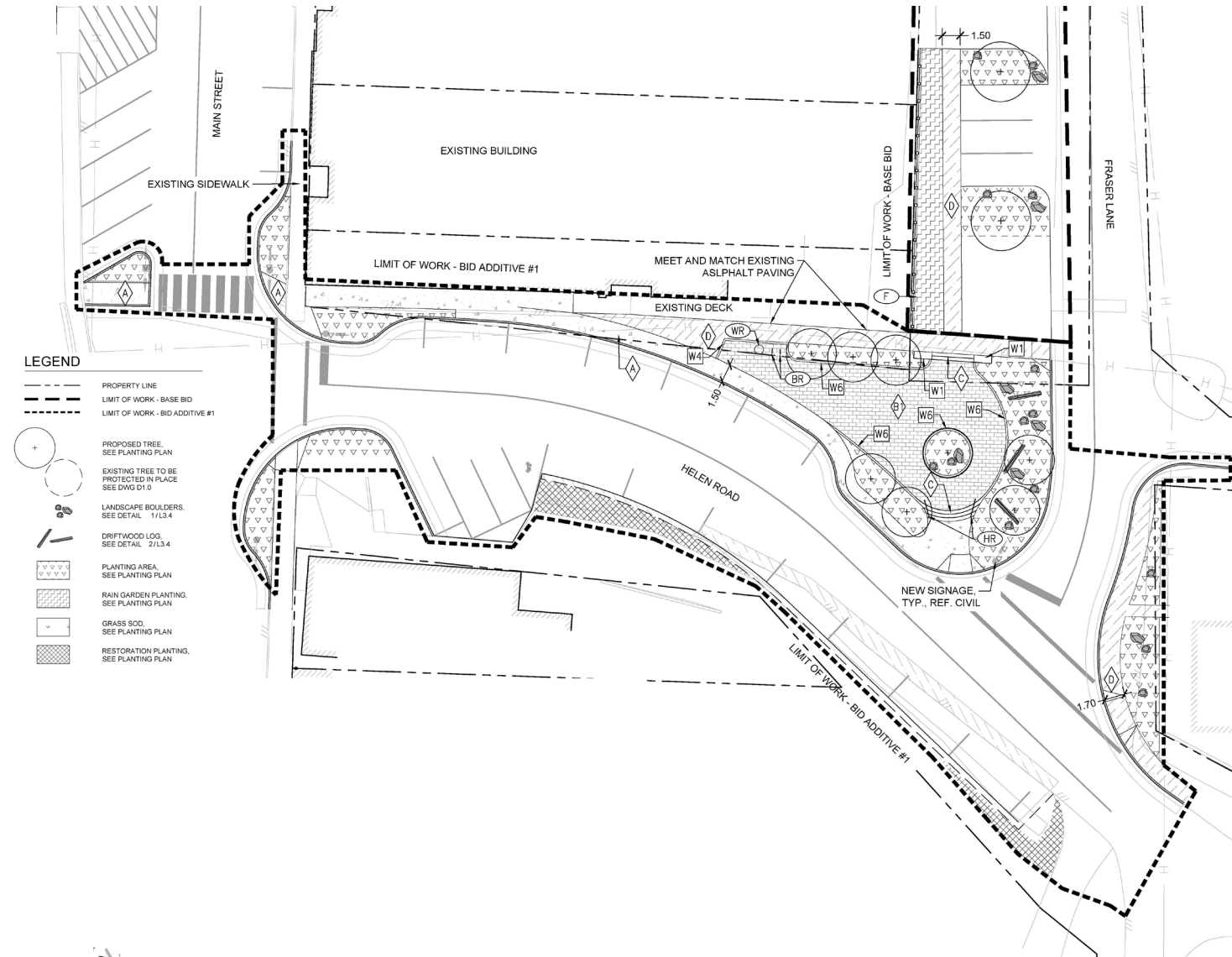
- EXPANSION OPTION 1: ROLLER/WEDGE LINE**  
APPROXIMATE COST: \$157,500 (\$2,100sqft. x \$75)
- EXPANSION OPTION 2: MINIRAMP**  
APPROXIMATE COST: \$127,500 (\$1,700sqft. x \$75)
- EXPANSION OPTION 3: FLATGROUND STREET AREA**  
APPROXIMATE COST: \$232,500 (\$3,100sqft. x \$75) Note: cost per square foot is lower due to a lesser amount of shotcrete and ease of build.
- AREA 4: APPROXIMATE COST: \$127,500 (\$1,700sqft. x \$75)**  
Note: Area 4 can only be implemented if expansion option 1 is constructed.



# Village Green Revitalization & Beautification

Projected Cost  
\$1,100,000

Continuation of the Village Green Revitalization. The next phase will include a gathering space at Helen and Fraser and additional sidewalk and parking improvements along Helen and Main.

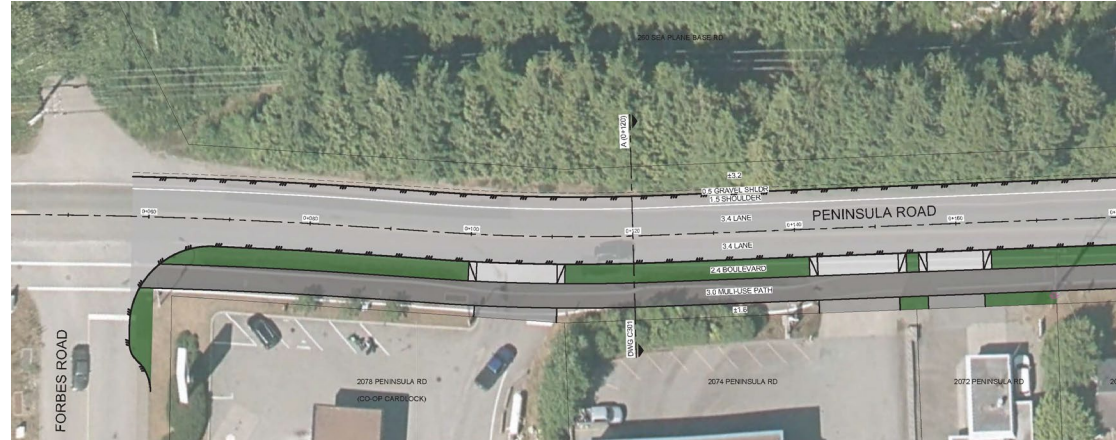




# Peninsula Road Phase II & III

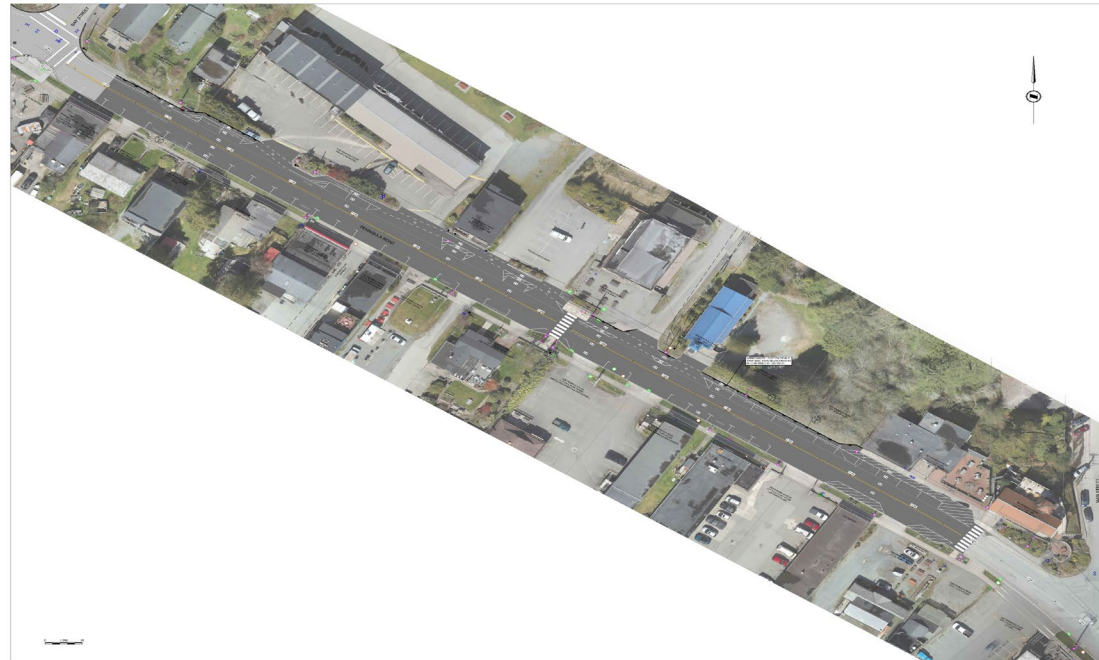
Projected Cost \$160,000

Phase II of the Peninsula Road improvement project includes finishing landscaping and pedestrian areas between Forbes Rd. and Seaplane Rd.



Project Cost \$600,000

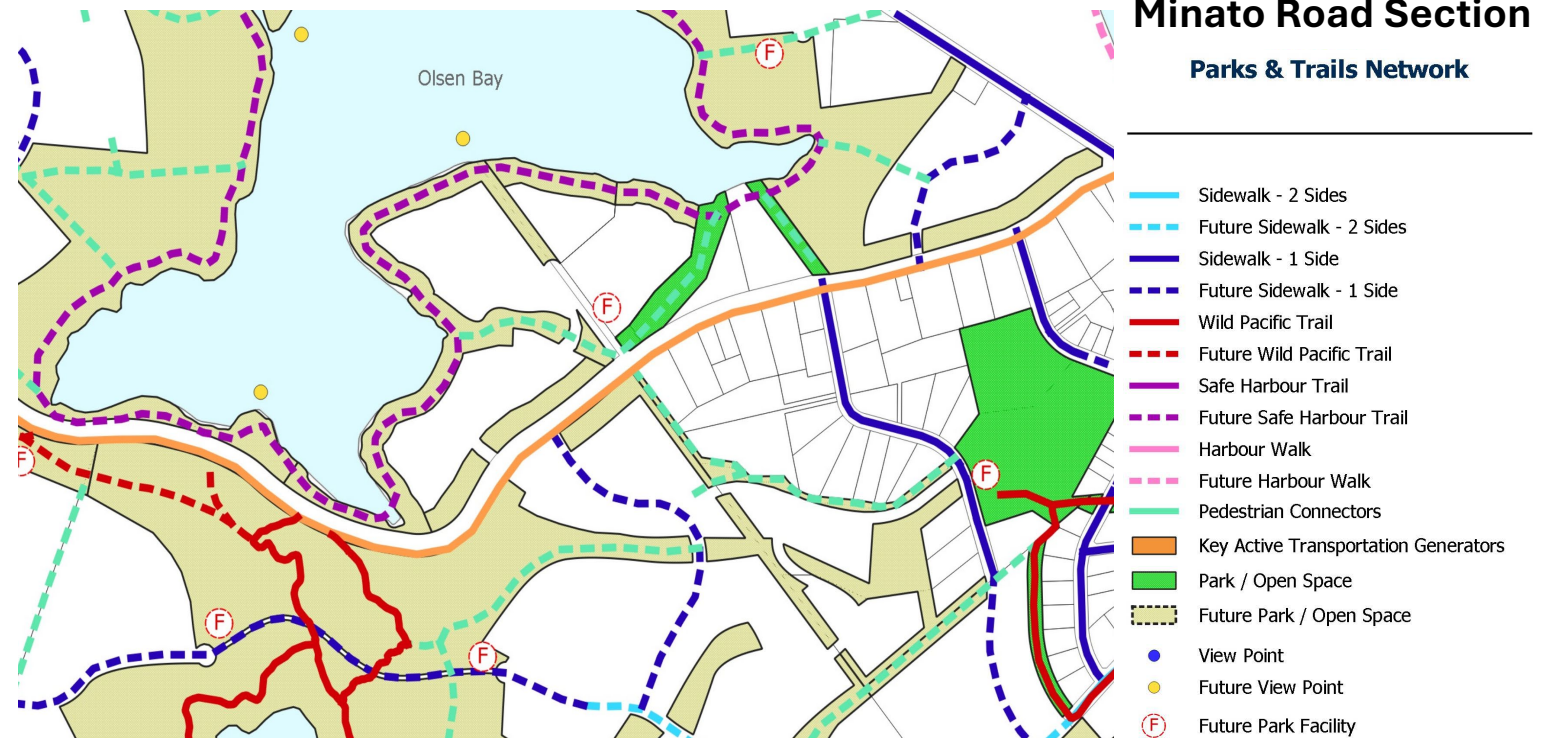
Phase III includes development of increased pedestrian gathering space near Main Street and enhancements to sidewalks and parking between Main and Bay Streets.



# Trail Project Example

Projected Cost  
\$630,000

Continued investment in trail projects including the development of the safe harbour trail along Olsen Bay from Ancient Cedars to Minato Bay Rd.



# Inner Boat Basin Pathway



Construction of a safe and accessible pathway along the inner boat basin creating safe connection between popular visitor sites in the Harbour

Projected Budget

\$735,000

Funded by:

\$435,000 RMI current

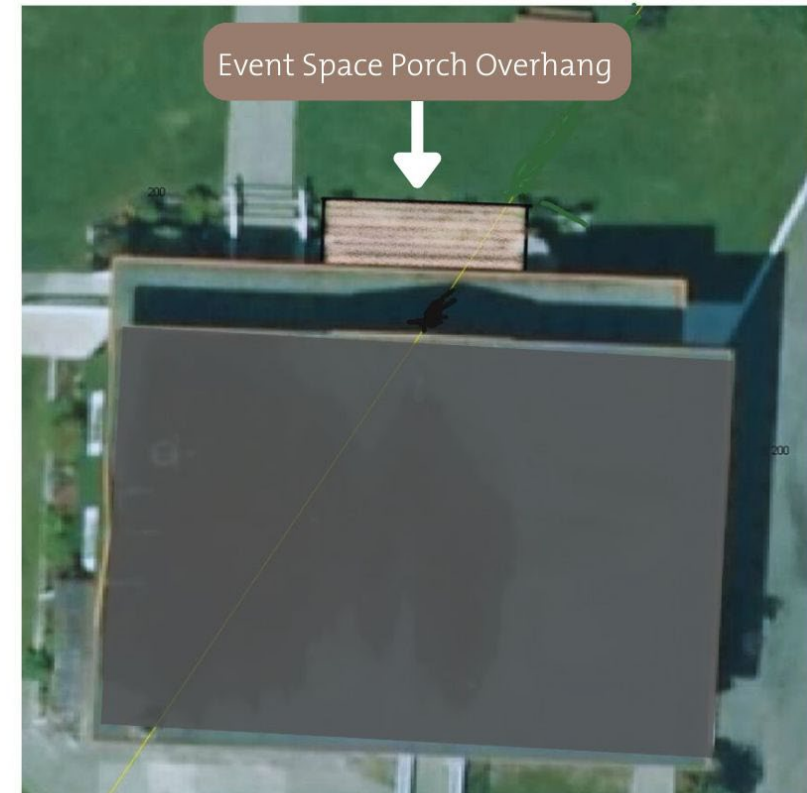
\$300,000 Small Craft Harbour reserve





# Village Green Event Space

Projected Cost  
\$100,000



# Past RMI Projects

- Alder Park Kayak Launch
- Amphitrite House
- Village Green Playground
- Cedar Road Washrooms
- EV Charging Station
- Winter Lights Beautification
- Bi-lingual Street Signs
- Heritage Signs
- Safety Kiosks





# Our Tourism Vision

## FOCUS AREA 1

### ENVIRONMENTAL STEWARDSHIP

**Goal:** Our visitors embrace our natural areas and are educated on how to be stewards of the environment and minimize their impact.

## FOCUS AREA 3

### DIVERSE, QUALITY AND GENUINE OFFERINGS YEAR- ROUND

**Goal:** We provide unique West Coast experiences that attract those wanting to visit us in any season.

## FOCUS AREA 5

### ROBUST TOURISM FOUNDATIONS + RELATIONSHIPS

**Goal:** We have strong partnerships and ensure the vital infrastructure and resources to support a thriving and resilient tourism economy.

## FOCUS AREA 2

### VIBRANT BUSINESSES & COMMUNITIES

**Goal:** Visitors embrace our strong sense of community and history, our local and Indigenous businesses thrive, and our employees are healthy and secure.

## FOCUS AREA 4

### MANAGED GROWTH

**Goal:** Tourism visitation and new growth is spread more evenly year-round, and tourism is managed within our natural and human capacities.

Tourism in Ucluelet welcomes visitors year-round for genuine, immersive, and restorative West Coast experiences that are respectful of our environment, cultures, and people.

-Tourism Master Plan 2022

